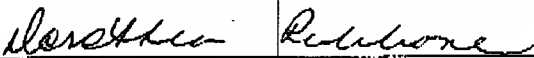


CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8)			Docket No. CA920000060US1	
Applicant(s): Hubbard et al.				
Application No. 09/998,111	Filing Date 11/30/2001	Examiner Duran, Arthur D.	Group Art Unit 3622	
Invention: SYSTEM AND METHOD FOR PRESENTING MARKETING CONTENT ON A WEB PAGE				
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Reply under 37 CFR 1.116
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Technology Center 3600**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****Applicants:** Hubbard *et al.***Conf. No.:** 4393**Serial No.:** 09/998,111**Art Unit:** 3622**Filing Date:** 11/30/2001**Examiner:** Duran, Arthur D.**Title:** SYSTEM AND METHOD FOR
PRESENTING MARKETING
CONTENT ON A WEB PAGE**Docket No.:** CA920000060US1
(JBMR-0111)Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**AFTER FINAL AMENDMENT**

Sir,

I. INTRODUCTORY COMMENTS:

This paper is being filed in response to the Final Office Action dated November 17, 2004.

Please amend the above-referenced patent application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 18 of this paper.

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